



Studio RTP  
print & web design

**STUDIO RTP, INC.**

1145 EXECUTIVE CIRCLE, STE E | CARY, NC 27511 | P: 919-285-1450

**[WWW.STUDIORTP.COM](http://WWW.STUDIORTP.COM)**

# GREETINGS

For over a decade, Studio RTP has been providing companies and organizations with website design and development, marketing consultation, and content strategy design. Our highly effective solutions help clients establish their market dominance and grow their business in a variety of industries including healthcare, technology, manufacturing, fine arts, retail and professional services. We're very proud to have been recognized as one of the [top 20 design firms in the Raleigh, North Carolina area](#) by Expertise.com. Working as partners with our clients, we develop powerful marketing strategies with one sole purpose: producing results.

To help you achieve your organization's goals, our team of creative thinkers, designers, developers, copy writers, search engine specialists, and marketers work with you as an extension of your business. We consider ourselves a part of the team and share the vested interest of success.

We look forward to working with you as your trusted partner to build a website that meets your goals and maximizes your visitor experience.





ABOUT US



# WHAT WE DO

## Website Design

We deliver highly designed, results-focused websites.

- Web Design
- Front and Backend Development
- CMS Implementation
- Growth-Driven Design
- User Experience
- Wireframing and Prototyping

## Search Optimization

Not just a website – an online business. But, are you being found?

- Search Engine Optimization (SEO)
- Search Engine Marketing
- Social Media Advertising
- Keyword Research
- Analytics and Reporting
- Website Audits and Optimizations

## Marketing

Attract your desired audience and convert them into members of your community.

- Inbound Marketing Strategy
- Social Media
- Persona Creation
- Campaign Creation
- Calls-to-Action and Landing Pages
- Customer Relations Management

## Creative

Gain recognition as a leader in your industry with creative approaches in your strategy.

- Branding and Identity
- Collateral Material Design
- Way Finding and Signage
- Tradeshow and Exhibit
- Video and Motion
- Creative Copy Writing

# OUR CLIENTS

Studio RTP has extensive experience working with companies and organizations across various industries. Some of the brands we have worked with over the years include:



# OUR TEAM

Meet the creative team that is Studio RTP. We work with the top professionals in the design and marketing industry and are proud to partner with the following talent:



Ryan Given

Owner, Studio RTP



Guy Flynn

Marketing, Design, Creative



Scott Yuhnke

Developer



Katherine Van Dis

Creative Content Writer



Carlos Manriquez

Video Production



Chris Smashe

SEO Specialist





YOUR PROJECT

# OVERVIEW

The Exploris School (<https://www.exploris.org>) is in need of a high-quality, responsive website that adapts well to today's electronic devices, provides a state-of-the-art user experience for visitors, performs well in search engines, and is optimized well for fast page load speeds. In addition to being technically sound, the website will be aesthetically pleasing to best represent the strength of The Exploris School brand, positioning their tuition-free, charter, public school as the best in the triangle. The website will also come with a new, more organized and easier to navigate content structure. Studio RTP will work directly with the client to strategize the new content structure to find a careful balance of an improved visitor navigation experience without the sacrifice of high quality search engine performance.

Studio RTP is recommends developing a new, custom website theme so that the code is up to date with the latest in universal code standards and can be properly supported. With this approach, there are no limitations to the design or content structure. Studio RTP will work closely with Deborah Brown, Associate Director, to design the overall look and feel of the website to match the goals and positively represent The Exploris School brand. The custom design will be converted to an Treepl CMS theme and integrated into the full-fledged Content Management System (CMS). Using the Treepl CMS platform, The Exploris School website will provide the organization with complete content control and the secure piece of mind of the Amazon S3 servers that will securely host the website.



# OUR STRATEGY

## 01 Create a Custom Design for the Website

- Custom designs for the following six (6) pages/layouts:
  - Home page
  - Left sidebar page (with sidebar navigation to move around each section, social sharing buttons, and boxes for mini advertisements and/or announcements) to be used as the 'default' template
  - Right sidebar page (with sidebar navigation to move around each section, social sharing buttons, and boxes for mini advertisements and/or announcements) to be used as an alternate template to provide some flexibility and variation throughout the site
  - Blog list/detail page (for use in the elementary and middle school curriculums)
  - General design elements (i.e. list styles, headline styles, fonts, colors, tables, accordions, tabs, form fields, grid columns, etc.)
  - Contact
- Custom custom module designs to display specific content:
  - Employment opportunities
  - Link to each class (k - 8) newsletter (link to Mailchimp)
  - Image slider (for news)
  - Awards
  - Clubs and athletics
  - Board of directors
  - Testimonials (with video feature available for future testimonials)
  - Calendar and events
  - Media downloads (list of pdf downloads, forms, etc.)
  - Photo gallery
  - eCommerce

## 02 Create Markup Code for Each Page and Custom Module Design

- Take approved page and custom module designs and create HTML/CSS markup code
- Write the code so the website is 'responsive' and works on desktop computers, laptops, tablets, and smart phones
- Implement Bootstrap Grid to allow for future page layout/design flexibility and variety
- Create the necessary Javascript markup to enhance functionality and any required animations on the page layouts (i.e. drop down menu, animate image slider, hover effects, etc.)

## 03 Treepl CMS Integration

- Integrate the final page and custom module design markup (HTML/CSS/Javascript) into the Treepl CMS content management system
- Customize all Treepl modules (i.e. custom modules, photo gallery, web forms, content holders, page templates, calendar and events, snippets, etc.) to fit the overall look and feel of the new site
- Testing and quality control of all customized pages, page templates, custom modules and Treepl built-in modules

## 04 Site Build

- Build out each of the 'static' pages on the website (proposal includes up to 45 static pages, based on the sitemap found here: <https://bit.ly/2QWm5kl>)
- Build and prepare the first 5 custom module items for each custom module
- Quality control and testing prior to final site launch

## 05 Treepl CMS Training

- Custom site-specific training on how to use the Treepl CMS platform
- Includes up to 4 total hours of training. Training can be accomplished in several ways or a mix of each: phone training, video/tutorial (screen-recorded) training, or on-site training



ESTIMATE



# PROPOSAL

## 01 Create a Custom Design for the Website

25 hours @ \$85/hour: **\$2,125**

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## 02 Create Markup Code for Each Page Design

35 hours @ \$85/hour: **\$2,975**

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## 03 Treepl CMS Integration

20 hours @ \$85/hour: **\$1,700**

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## 04 Site Build

15 hours @ \$85/hour: **\$1,275**

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## 05 Treepl CMS Training

4 hours @ \$85/hour: **\$340**

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## 06 Treepl CMS Hosting (eCommerce Plan)

\$840/year: **\$840**

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Total Cost: **\$9,255**

A top-down view of a wooden desk with various office supplies. A silver spiral-bound notebook is open, showing lined pages. A gold-colored ballpoint pen lies diagonally across the left page. A yellow sticky note is attached to the top left corner of the left page. A clear incandescent lightbulb is placed on the right page. In the top left corner, a portion of a white keyboard is visible, showing keys labeled 'ctrl', 'alt', and 'cmd'. In the bottom right corner, a color calibration chart with various colored squares is partially visible, along with a small black object that looks like a stapler or paper clip.

ADDITIONAL SERVICES

# ADDITIONAL COSTS

Any change in feature requests, new content additions or change in scope of project can result in additional costs. All extra costs must be approved in writing before work can begin.

Additional hours can be purchased at Studio RTP's hourly rate of \$85/hour for any additional work or future site maintenance.





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Studio RTP, Inc.  
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Holly Springs, NC 27540  
Cell: 216-310-2793 | Office: 919-285-1450  
ryan@studiortp.com | studiortp.com

**Client:**

**The Exploris School**

401 Hillsborough Street  
Raleigh, NC 27603

**Date:**

**March 11, 2016**

**Reference:**

**Invoice: #01379**

Studio RTP, Inc.

WEBSITE DESIGN, DEVELOPMENT AND MAINTENANCE AGREEMENT

I, Ellie Schollmeyer, a representative of the The Exploris School, (Client) requests that Studio RTP, Inc. perform the following services: Design and development of the new Exploris School website at: <http://www.exploris.org> website.

**Total Cost:** \$9,255

**For:** Overhaul of <http://www.exploris.org> to make the website including working with client to create a custom design, development, and integration of the new design into the Treepl CMS Content Management System. Full service details are included in the attached document: [exploris-proposal.pdf](#)

Upon completion of contract any additional work, beyond the scope of the original contract, will continue at \$85.00 per hour but must require written consent from the The Exploris School.

**1. DISCLAIMER**

**1.1** Studio RTP, Inc. offers website design and development services. We believe business should be conducted honestly, fairly and be subject to reasonableness. We strive to provide the highest quality of service and support. We cannot guarantee specific results for our services, but will operate under the principles stated above and expect the client to do the same.

**2. BILLING TERMS**

**2.1** Website design and development services are billed at an hourly rate. Charges will be calculated in quarter-hour increments, rounded up by default. We may, on a case-by-case basis, choose to round down to the nearest quarter-hour.

**2.2** One way travel time is billed at an hourly rate when on-site meetings are required. Charges will be calculated in quarter-hour increments, rounded up by default.

**2.3** Upon request we will provide you with an estimate of cost for the work that you ask us to do. Estimates are guaranteed to 15% accuracy. In the case that we foresee a deviation on cost or time requirement of job completion beyond the above stated allowable amount, we will contact you and inform you of the situation and require authorization in writing or via email to continue performing our responsibilities.

**Client:****The Exploris School**

401 Hillsborough Street  
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**2.4** Invoicing will be done in three installments with the first payment due to begin the project, the second due on May 11, 2020 and the final payment prior to final site launch.

**3. PAYMENT TERMS**

**3.1** We do expect payment within 30 days of the invoice date. There is a 1.5% interest charge per month on late invoices. Failure to pay after six (6) months past the date on the invoice may result in the debt being turned over to a collections agency and reporting to the credit bureau upon reasonable notice. The client will be responsible for a reasonable interest rate and all costs incurred by us, collection agencies, or courts, incurred by litigation for failure to pay.

**3.2** In the event of a billing dispute a formal letter of complaint on company letterhead is required to be filed with Studio RTP, Inc. within 30 days of the invoice being issued or 35 days of the postmark on the envelope it was delivered in, whichever time period is longer. This letter should include the invoice number and reasons for the charges being disputed.

**4. LIABILITY**

**4.1** We provide our services in an effort to improve website performance and upgrade websites for which you request such services. We will not intentionally harm your system. It is our goal to fix your website, not damage it. In the case of accidental damage to your website or data loss caused by already existing problems on your website, host, or content management platform such as issues with platform upgrades, issues with plugin upgrades, issues with the upgrades, or loss of files and/or data, you agree to hold us, Studio RTP, Inc., and any persons associated with us or involved in the work being done for you harmless from damages resulting from such already existing problems.

**5 OPERATING TERMS**

**5.1** Upon maturity of this agreement both Studio RTP, Inc., and the client agree to continue to operate under the terms of this agreement on a month-to-month basis. During the month-to-month period this agreement and services can be terminated at any time by either party by filing a formal letter on company letterhead with Studio RTP, Inc. requesting service termination up to five (5) business days before the next monthly service cycle begins.

**5.2** Studio RTP, Inc. reserves the right at any time to halt all work on any project at any point that the legality or our ethical integrity of the project is in question. Upon proper review the project may be resumed or permanently stopped at the discretion of Studio RTP.

**5.3** No indebtedness of any kind, incurred or created, by the charter school shall constitute an indebtedness of the State or its political subdivisions and no indebtedness of the charter school shall involve or be secured by the faith, credit or taxing power of the State or its political subdivisions" (NCGS 115C-238.29H(al)).

**Client:****The Exploris School**

401 Hillsborough Street  
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**6. SUPPORT**

**6.1** Customer satisfaction is of utmost importance to us. We will backup our work with support services. Free support will be provided for problems or issues that arise as a direct result of our services or in the event that there was an oversight on the work order. Additional support may be provided free of charge at our discretion.

I hereby agree to the above terms and authorize the above listed services to be performed.

Signed: EA Schley The Exploris School Date: 04/02/2020

Signed: Ryan Given Studio RTP, Inc. Date: 4/20/20





Studio RTP, Inc.  
530 Country Lane  
Holly Springs, NC 27540  
919-285-1450 (Phone)  
ryan@studiortp.com

# INVOICE

Invoice #:	01379
Date:	03/10/2020
Due Date:	06/30/2020
Balance Due (\$):	9,255.00
Customer PO #:	

**Bill To:**

The Exploris School  
401 Hillsborough Street  
Raleigh, North Carolina 27603  
919-715-3690 (Phone)  
919-715-2042 (Fax)  
deborah@exploris.org

Item	Price (\$)	Unit	Qty	Total (\$)	Tax
Website Design & Development Create a custom design for the website	85.00	hour	25	2,125.00	
Website Design & Development Create markup code for each page design	85.00	hour	35	2,975.00	
Website Design & Development Treepl CMS Integration	85.00	hour	20	1,700.00	
Website Design & Development Site Build	85.00	hour	15	1,275.00	
Website Design & Development Treepl CMS Training	85.00	hour	4	340.00	
Treepl Annual Hosting - eCommerce Plan Annual hosting fee for Treepl CMS	840.00	year	1	840.00	

Pre-tax Total: 9,255.00

Tax: 0.00

**Total: 9,255.00**

Payments: 0.00

**Balance (\$): 9,255.00**

**Terms and Conditions**

Payment will be in three installments with the first due to start the project, the second payment on May 11, 2020 and final balance payment due prior to site launch. Thank you for your business!